Investing in Lego

with Splint Invest

Risk Category
Moderate-high

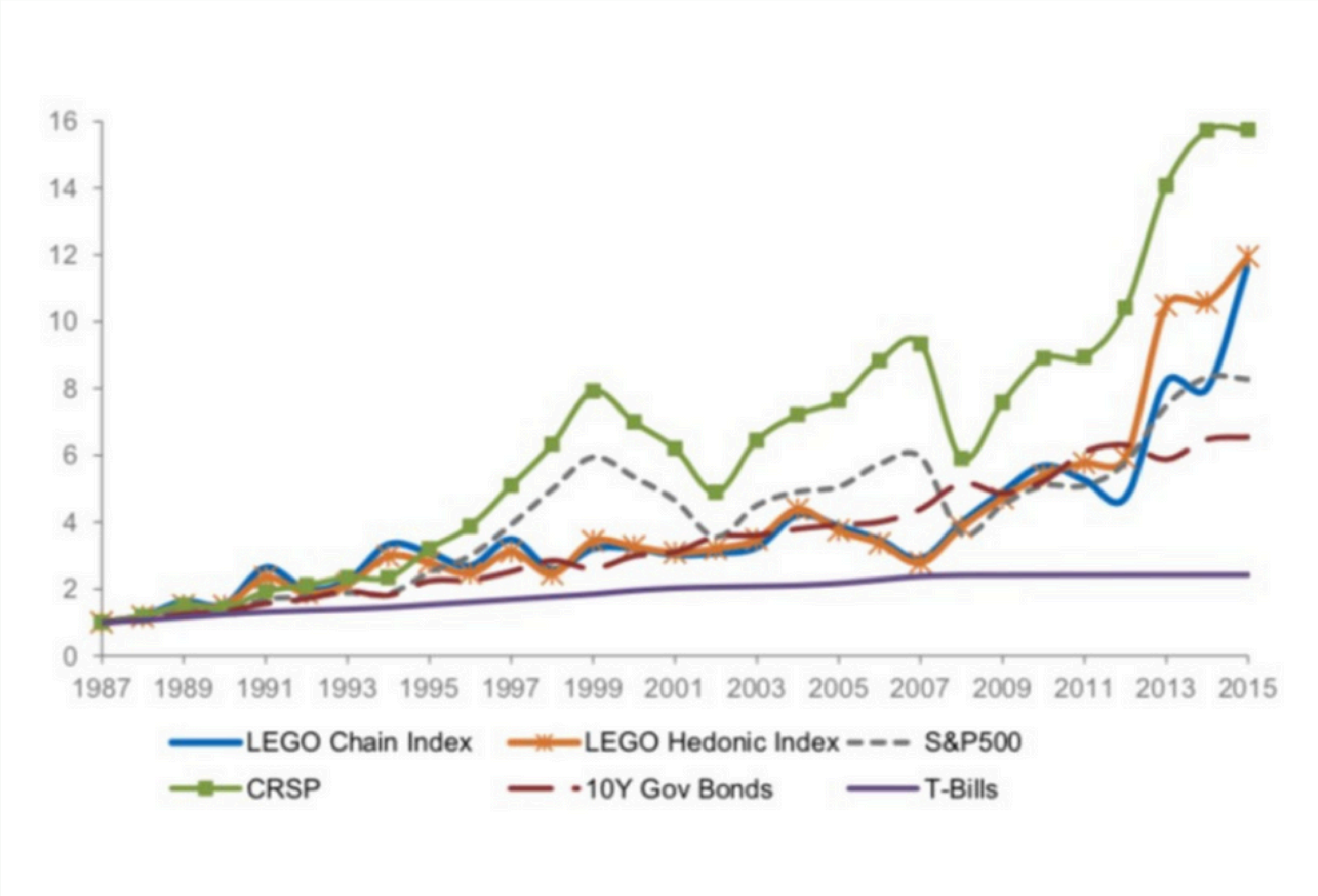
Average Return
33%

Investment Horizon
1-11 years

Lego as Investment

Lego® sets can deliver returns that surpass well-established investment options. During the global financial crisis in February 2009, the S&P 500 Index hit its lowest point at approximately 735 points. If you had invested your money at that time, you would have experienced an average annual return of 38.5% up to the present day (December 2023).

On the other hand, in April 2007, the first Lego® Creator Expert Modular Building, known as the 10182 Café Corner, was introduced with a suggested retail price of €149.99. If you had invested in this set back in 2007, you would have enjoyed an annual return of 20.6% until now. Presently, the Lego set is being sold for as much as €3,020. This example is not an isolated incident, as there are other similar cases.



Lego chain and hedonic indices as well as indices of stocks and government bonds in the USA.
Source: realclearscience.com.

High return potential

Lego sets provide average annual returns of 10-11%, and can be even higher if the set is purchased at a discounted price on the primary market.[1]

Low correlation

The Lego chain index shows a low positive correlation to the S&P 500 index of just 0.13 points and therefore brings stability to a portfolio.[1]

Short term strategy

Purchasing highly demanded sets close to the end of life at a discounted rate offers the possibility for a short term investment.

[1] nerdcube.eu

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Market Overview

Market Size

Between 2022 and 2031, the global toys market is projected to grow steadily from roughly 163 billion U.S. dollars in 2022 to some 302 billion U.S. dollars in 2031.[1]

Key Trends

There are multiple key trends due to the vast growing fan base of Lego. Within the market hard to find-, retiring soon- and exclusive-sets are in high demand.

Key Themes

Ideas, BrickHeadz, Icons, Star Wars, Harry Potter, Technic, Architecture

Market Growth

Statista estimates the global toys market to grow 7.1 percenty annualy over the next years. [1]

Fan- / collector-base

Lego sets enjoy a vast growing fan- and collector-base. Lego has an own AFOL community (Adult Fans of Lego) and every tenth EUR can be attributed to this target group.

Key Marketplaces

ebay, BrickEconomy, BrickLink, BrickScout

[1] growthmarketreports.com

Risk Considerations

Counterfeit set

Due to the popularity and exclusivity of premium Lego sets, counterfeit sets are not uncommon on the market. As popularity of the category increases, the issue will become even more paramount. It is important to only buy from trustworthy sellers.

The reissue of existing Lego sets

The price of a set can decline if Lego decides to relaunch the product in form of a newer version. It is worth mentioning that such a reissue is a rather exceptionally rare case.

Damaged sets

The handling and storage of the Lego sets are crucial in maintaining their fundamental value. Whenever purchasing a set on the primary and secondary market the condition of the box needs to be assessed upfront.

Investment Case

As it is with physical assets, fees and taxes apply. The higher the value of the asset, the higher these costs are. Hence when purchasing, the potential income should exceed such costs for the invesment to be valid.

Investing with Splint Invest

Diversification

With Splint Invest, you can easily diversify your portfolio, therefore reducing your risk by investing in the 12 already available asset categories with numerous exciting assets on the platform.

Investment Case

Every potential investment case goes through an extensive due diligence process and is validated by our experienced team. Due to the limited historical data we work together with experts to validate the investment cases.

Proven Track Record

We collaborate and partner with experts from the LEGO industry to select assets from historically well performing traders.

Security

Our assets are securely stored and insured in freeports, vaults or stay with the mechanics.

Performance of our Assets

Best performing asset

Lego, Cocodile, Locomotive
Annualised performance: **51.36%**

Asset category performance

Annualised performance: **33%**

Average value increase

On average, 1,000€ invested 4 years ago would be worth 3,129€ today.

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Collaborators

Mario von Bergen

Co-Founder

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The forecasted estimates are based on past performance data. Please remember that past performance may not be indicative of future results. Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, or product made reference to directly or indirectly in this factsheet, will be profitable, equal any corresponding indicated performance level, or be suitable for your portfolio. Due to various factors, including changing market conditions, the content may no longer be reflective of current opinions or positions.

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